THE AIM:

TO IMPROVE ASHBOURNE TOWN CENTRE THROUGH A COMMUNITY LED ACTION PLAN

ASHBOURNE TOWN TEAM

WHO ARE WE?

LOCAL PEOPLE AND STAKEHOLDERS IN ASHBOURNE

- Darren Archer: Architect - Channel Design
- Albert Golding: Town Planner
- Chloe Gibson: Optimum
- Alan Matkin: Avanti
- Emmanuelle Sayers: Sally Montague Hair Group
- Anne Wright: Young Ideas, Henmores

WE ARE TRYING TO BE CATALYSTS FOR ACTION

...BUT WE NEED MORE OF YOU TO BE ON BOARD.

THE PURPOSE OF THIS MEETING

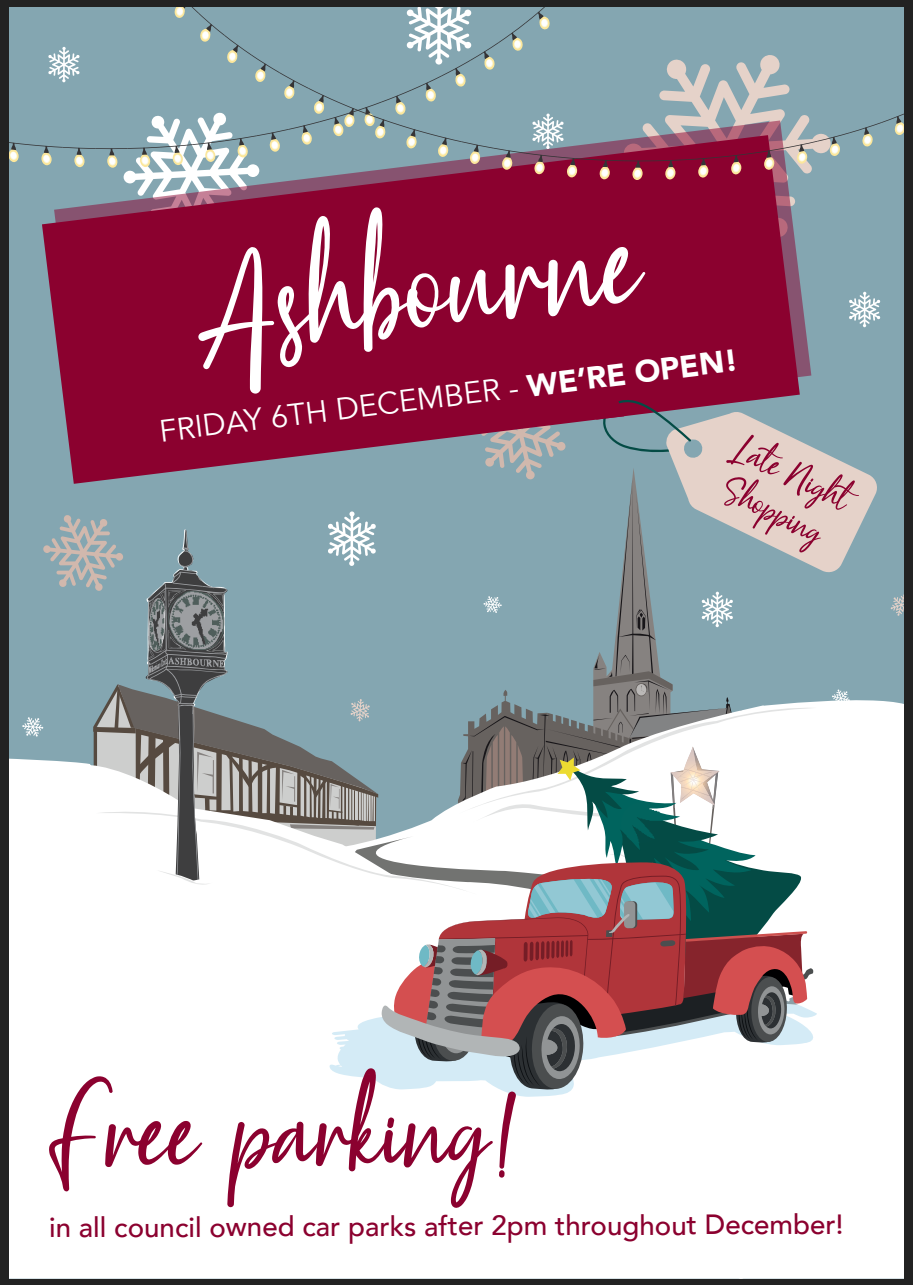
- Share our thoughts on the key issues
- Hear your feedback
- Invite interested parties to get involved
- Discuss how we can move forward

START TO MAKE THINGS HAPPEN!

ASHBOURNE IS A GREAT PLACE!

TO LIVE, WORK, SHOP & VISIT

- Heritage & Georgian Architecture
- Outstanding countryside
- More than 85 independents, quality shopping
- Excellent education
- Town events/Arts Festival
- Shrovetide



WE NEED TO BE POSITIVE…BUT

DOROTHY PERKINS

WAITROSE & PARTNERS

NatWest

RBS

Bennetts

We have some problems which are blighting our town centre…

Bank & shop closures

Empty shop premises

Traffic congestion / HGV

Expensive and inconvenient parking

Out of town developments

Growth of online shopping

FOOTFALL IS DECLINING

THE DOWNWARD SPIRAL OF DECLINE ON THE HIGH STREET

SOURCE: DEPARTMENT FOR BUSINESS, INNOVATION & SKILLS. UNDERSTANDING HIGH STREET PERFORMANCE CITING COLLIERS INTERNATIONAL

WANTING TO GO INTO TOWN IS DIFFERENT FROM WANTING OR NEEDING TO SHOP. IT'S ABOUT AN EXPERIENCE. IT IS ABOUT SOCIALISING AND RELAXATION, CREATIVITY AND BEING PART OF SOMETHING YOU CANNOT GET AT HOME OR WORK.

— Jan Gehl, Cities for People (2010)

MARY PORTAS VISION FOR THE HIGH STREET

- MULTIFUNCTIONAL AND SOCIAL PLACES WHICH OFFER A CLEAR AND COMPELLING PURPOSE AND EXPERIENCE WHICH MEETS THE INTERESTS AND NEEDS OF LOCAL PEOPLE

...WHERE SHOPPING IS JUST ONE PART OF A RICH MIX OF ACTIVITIES.

A HIGH STREET BUSTLING WITH PEOPLE, SERVICES & JOBS.
A VIBRANT DESTINATION THAT PEOPLE CHOOSE TO VISIT

HIGH STREETS OF THE FUTURE MUST BE A HUB OF THE COMMUNITY THAT LOCAL PEOPLE ARE PROUD OF AND WANT TO PROTECT

A PLACE WHERE PEOPLE WANT TO BE

TO ACHIEVE THIS VISION FOR THE FUTURE…

WE NEED INTEGRATED ACTION FROM ALL THE RELEVANT STAKEHOLDERS; LOCAL AUTHORITIES, LANDLORDS, RETAILERS AND LOCAL PEOPLE

- COUNCILS AS MANAGERS & ENABLERS
- LANDLORDS AS LONGTERM INVESTORS
- BUSINESSES AS STAKEHOLDERS

THE BEST RESULTS WILL COME FROM MAXIMUM COLLABORATION BASED ON LOCAL PARTNERSHIPS – COMMUNITY, BUSINESS AND ALL LEVELS OF LOCAL GOVERNMENT

PUT IN PLACE A 'TOWN TEAM'

A VISIONARY, STRATEGIC AND STRONG OPERATIONAL MANAGEMENT STRUCTURE FOR OUR TOWN CENTRE

'OUR HIGH STREETS NEED TO PLAN THEIR IDENTITY AND SHAPE THEIR OFFER ACCORDINGLY. THEY NEED LEADERSHIP, BUSINESS PLANS AND DAY TO DAY DELIVERY.'

British Property Foundation submission to the Portas review

MARKETING

RESIDENT/LOCAL PEOPLE

RETAIL

PROPERTY DEVELOPER

TOWN TEAM

10-12 PEOPLE

BUSINESS

CHAIR

PROFESSIONAL

PRESS OFFICER/PR

LOCAL COUNCILLORS

ARTS/CULTURE

Executive Town Team:

- Committed to the cause of improving Ashbourne
- Have appropriate skills and time
- Representatives of their sector interest
- Have the energy and determination to cut through and make things happen

MANIFESTO FOR CHANGE

TOWN TEAM STEERING GROUP

PROJECT GROUPS

ARTS/CULTURE

- EARLY EVENING FOOD & DRINK CULTURE
- HERITAGE

MARKETING

- TRAFFIC MANAGEMENT
- ATTRACTIVE & SAFE ENVIRONMENT

CAR PARKING

- REGENERATION FUND
- RETAIL

THE BIG FOUR

TRAFFIC MANAGEMENT

- Our beautiful town is overwhelmed
- Shop closures and declining footfall as traffic is unbearable
- Pollution
- Health & Safety
- Gridlock & traffic jams
- Report and recommendations imminent

THE BIG FOUR

CAR PARKING

- We need parking charges which reflect our local need and circumstances
- Too expensive
- Time limited
- Inconvenient ways to pay
- We need some creative ideas and support to experiment

THE BIG FOUR

RETAIL/EMPTY SHOPS

- Engage all landlords
- Keep well maintained and presented
- Lead the way on council owned properties
- Window displays
- Innovative, imaginative ways to get them occupied
- Ashbourne Investment Fund? Ashbourne Entrepreneurship Scheme?

THE BIG FOUR

CALL TO ACTION

ADOPT A WINDOW

THE BIG FOUR

MARKETING

- We need to run the town more like a business with closer collaboration
- Recognise the uniqueness of our town
- Nurture and communicate a brand
- Inspire and engage visitors and ourselves
- Promote the town
- Team Ashbourne / Ashbourne Forward / Love Ashbourne

THE BIG FOUR

CALL TO ACTION

A POSSIBLE WAY FORWARD FOR MARKETING?

- 50 businesses @£25/month = £15K
- 25 businesses @£40/month = £12K
- 10 businesses @£100/month = £12K
- TOTAL £39K
- To fund part time specialist marketing resource and activity

NEXT STEPS...

- YOUR FEEDBACK
- CAN YOU HELP IN A PROJECT OR EXECUTIVE TEAM ROLE?
- WILL YOU SUPPORT A MARKETING INITIATIVE AND ADOPT A WINDOW?

CAN WE PULL TOGETHER TO MAKE THINGS HAPPEN?

CONTACT

info@ashbournetownteam.co.uk

www.ashbournetownteam.co.uk